3. A website devoted to North East (www.northeastofindia.com) was launched.
4. A logo and brand line for the North East titled "India's North East-Paradise Unexplored" has been devised for the North East Region.
5. CD of the brochure and a high resolution image CD on the Region have been produced.
6. Films and commercials on North East and a film on Eastern Himalayas have also been produced.
7. A major integrated campaign costing Rs. 9 crore for promotion of the North-East Region was initiated during 2005-06. This campaign with further innovation will be vigorously pursued during 2006-07.
8. The Ministry of Tourism, Government of India organized two familiarization tours of prominent tour operators and media personality who visited various destinations/locations in the States of North East Region. The familiarization tours have proved to be fruitful as the tour operators were convinced of the tourism related infrastructure available in the States of North East Region.

(d) To ensure safety and security of tourists the Ministry of Tourism, Government of India has advised the State Government/Union Territories to deploy Tourist Police at all important tourists centres/ destinations.

Funds for Revival of sick PSUs

*29. DR. M.A.M. RAMASWAMY: Will the Minister of HEAVY INDUSTRIESAND PUBLIC ENTERPRISES be pleased to state:

(a) the total number of PSUs lying sick in the Southern States, State-wise;

(b) whether Government have chalked out any plan to revive these sick PSUs;

(c) if so, the details thereof;

(d) if not, the reasons therefor; and

(e) the total estimated funds required for the revival of each of these PSUs?

THE MINISTER OF HEAVY INDUSTRIESAND PUBLIC ENTERPRISES (SHRI SONTOSH MOHAN DEV): (a) As on 31.3.2006, there were 14 sick

Central Public Sector Enterprises (CPSEs) having their Registered offices in the Southern States out of which 4 were in Andhra Pradesh, 6 in Karnataka, one in Kerala, and 3 in Tamil Nadu.

(b) to (d) The Government has set up a Board for Reconstruction of Public Sector Enterprises (BRPSE) to examine *inter alia,* the proposals of administrative Ministries for revival/restructuring of sick/loss making CPSEs for their turn around and to make suitable recommendations related thereto. Based on the recommendations of the BRPSE, the concerned Ministry/ Department seeks the approval of the competent authority.

(e) The BRPSE has already made recommendations in respect of 7 sick CPSEs located in the Southern States and the Government has approved revival plan for the 4 of them. In addition, the Government has approved revival plan for NTC and its subsidiaries and ITI Limited. The enterprise-wise assistance approved by the Government so far to 5 CPSEs as also to NTC and its subsidiaries in annexed as per Statement.

Statement

State-wise list of sick CPSEs located in Southern States for which revival package has been approved by the Government till 30.6.2006

Sl. No	Name of CPSE	Name of State of location	Fund estimates approved by the competent authority (Rs. in crore)		
			Cash	Non-cash	Total cash
1.	HMT Bearings Limited	Andhra Pradesh	7.40	43.97	51.37
2.	Traga Tools Limited	Andhra Pradesh	5.00	209.71	214.71
3.	Tungabhadra Steel Products Limited	Karnataka	*Nil*	Nil	Nil
4.	Fertilizers and Chemicals (Travancore) Limited	Kerala	Nil	670.37	670.37
5.	ITI Limited	Karnataka	1001.53	23.67	1025.20
6.	NTC including its subsidiaries		39.23		39.23
	TOTAL:		1053.16	947.72	2000.88

* Two subsidiaries of NTC Limited namely NTC (Andhra Pradesh, Karnataka, Kerala and Mahe) Limited and NTC (Tamil Nadu and Pondicherry) Limited are having their registered offices in Karnataka and Tamil Nadu respectively.